An inclusive and inspiring engagement process

Meet people *where they are*, harness *community values and priorities*, provide *accurate data and information*, and *empower the community* to think like futurists.

**COMMUNITY ENGAGEMENT**

- Stakeholder Interviews
- Public Events
- Roadshow Presentations
- Focus Groups
WHAT HAVE WE HEARD?
Public Outreach Events in 2017 & 2018

SUGARCANE FESTIVAL
HOPE CENTER COMMUNITY DAY
RAINBOW DE COLORES

COOL FEET FESTIVAL
DELL'FLY FREE STREETS

PUBLIC OPEN HOUSE

4 FOCUS GROUPS WITH COMMUNITY RESIDENTS
5 PUBLIC OUTREACH EVENTS
260+ NEIGHBORHOOD SURVEYS
20+ INTERVIEWS WITH LOCAL STAKEHOLDERS

have your say!
Development Pressures on the Neighborhood

From Temple
From Fairmount
From No. Libs
From East Kensington
Along the El
Helping Families Achieve Their Highest Potential in Life
Community & Economic Development

1970

Health Support Services

1970

Human Support Services

1989
Snap Shot of Eastern North Philadelphia

Population: 11,914

Race/Ethnicity: 45% Black; 45% Hispanic; 6% Asian; 3% White

Age: 74% of the population is under the age of 35

Median Income: $15,540; Residents do not earn a livable wage

Unemployment: 26% in the community - 3 x the city’s rate of 8.9%

Graduation: 42% graduate high school compared to 62% graduation rate in Philadelphia

Family Composition: 84% of Households are led by a Single Parent

Crime: Part 1 Crime average is 2x that of the City average

84% of the Community report drugs as a primary concern

Health & Chronic Disease: 33% Obesity rate, 18% Diabetes, 44% Hypertension
Community and Economic Development Division

- **Est. 1990**
- **Comprehensive Community Planning**
- **Leveraged $200 million dollars of public/private investment**

More than 478 units of Affordable rental and homeownership built, preserved or developed, 76,000 square feet of commercial/office space and 20 acres of vacant land stabilization.

1. **7 Low-Income Housing Tax Credit (LIHTC) projects** - 210 units of affordable rental housing; 150 units of affordable Homeownership sold to persons at 120% or below AMI

2. **148 units of for sale housing** targeted to persons at or below 120% of median income

3. **Sheridan Street** 13 award winning Gold LEED homeownership units
Community and Economic Development Division

4. **Paseo Verde mixed-use Transit Oriented Development (TOD)**
   - Philadelphia’s first TOD
   - Includes 120 units (67 units of market rate housing and 53 units of LIHTC)
   - Platinum LEED Neighborhood Development (ND) recognition for model of coordinated green development projects in Paseo Verde area - first designation in the City of Philadelphia (APM, LISC)
   - **30,000 sq. ft.** commercial space consisting of a Federally Qualified Health center, Pharmacy, APM’s offices and Community Space

5. **Preservation of 130 homes** – targeted to persons at or below 80% of median income

6. **Stabilization of 750 vacant lots**

7. **Borinquen Plaza Retail Center** - 30,000 sq. ft, supermarket, 4,000 sq. ft. Laundromat 2,500 sq. ft. credit union.
APM is the lead agency for the Sustainable Communities Initiative of Eastern North Philadelphia. The SCI model is a flexible approach to community development which includes an intense community engagement component addressing:

- Physical environment
- Income and Wealth
- Leadership
- Economic development
- Education
- Health and healthy lifestyles
- Children, youth and education

APM SCI is also the convener of community residents & other organizations dealing with critical immediate issues that directly impact their quality of life and strive to achieve consensus on a shared vision & strategy for identifying/giving a voice to quality of life issues.
Neighborhood Advisory Committee

- **Neighborhood Advisory Committee**
  - Division of Housing & Community Development program
  - Community leaders elected into the committee by neighbors and attend monthly meetings

- **Neighborhood Advisory Committee Coordinator**
  - Provides capacity building to residents and their project ideas to promote self-sufficiency and skill building to encourage community-led sustainability

- **Objectives**
  - Promote neighborhood sustainability by addressing homelessness prevention, energy conservation education, neighborhood safety and wellness
  - Providing referral services for housing counseling, workforce development, and economic opportunities
  - Cultivating youth mentorship and civic engagement
  - Ensuring resident participation in City planning and development initiatives
Registered Community Organization (RCO) Zoning

- **RCO Process**
  - Encourages community engagement in the planning process
  - Developers present their project at public community zoning meetings when they wish to seek variances
  - Residents suggest changes to the development based on quality of life issues
  - Votes are cast by residents, either in support, against, or no opinion
  - RCO Coordinator writes meeting summary with votes and sends off to Zoning Board of Adjustments for final decision

- **Utilizing RCO Initiatives**
  - Revitalizing Lower Germantown Avenue Corridor by organizing partnerships between local entrepreneurs/business owners, nonprofit entrepreneur centers, nonprofit lending institutions, and business associations to argue to developers for the preservation of commercially zoned spaces in the community
Healthy Lifestyles

- **UnidosUS Comprando Rico y Sano Nutrition programming**
  - Promotores de Salud (community residents) organize Charlas (talks about nutrition), tours of grocery stores and cooking demonstrations to promote healthy shopping, smart food choices and savings strategies, as well as educate and enroll eligible Latinos in Supplemental Nutrition Assistance Program

- **Tobacco Cessation programming**
  - Partnership with Department of Public Health and Keep Philadelphia Beautiful
  - Installation of 14 cigarette recycling receptacles to reduce number of cigarettes ending up in water system and leaching toxins into soil
  - Flyer-ing and other outreach campaigns to share bilingual information about tobacco cessation strategies with residents
Walkability

- Partnership with Philadelphia Department of Public Health
- Engage with community members about walkability, transportation options and safety
- Perform walk audits to identify barriers to walking such as obstructed sidewalks and safety
- Encourage increased physical activity by establishing and promoting recreational walking groups (Walk with a Doc) and walk routes (WalkWorks)
- Investment in infrastructure to increase walkability and safety throughout neighborhood (eg: cigarette litter receptacles, parklet, signage, tree planting)
Focuses on changing financial behavior in a way that encourages long-term commitment to increasing income, decreasing expenses and acquiring assets.

Employs evidence-based strategies in three focus areas to build wealth: financial coaching, employment services, and income supports.

- Financial counseling
- Income supports (assistance applying to benefits, guides for helping manage accounts, free credit reports...)
- Employment counseling (cover letters and resume, mock interviews, “soft” skills, goal setting, job hunting skills...)

Registered KEYSOTP with the Philadelphia Office of Adult Education and administering the Accenture Digital Literacy curriculum.

National model adopted by LISC.
Housing Counseling

- **Homeownership Counseling**
  - Housing counseling program promotes homeownership opportunities for first-time, low-income homebuyers
  - Pre-purchase counseling
  - First time homeowner workshops
  - Over the past 15 years APM has developed 163 units of home ownership

- **Credit Repair/Foreclosure Counseling**

- **Rental Counseling**

- Within the past year, 25 pre-purchase/financial education workshops held with 369 clients attended; 242 clients seen for one-on-one counseling sessions

- Staff is certified in a variety of programs including Rental and Housing Counseling, Skills for Financial Confidence, Foreclosure Intervention and Default Counseling
WHERE HAVE WE BEEN BEFORE?

Timeline of Previous Plans

1999
APM TARGETED NEIGHBORHOOD INITIATIVE REPORT

2002
APM NEIGHBORHOOD REVITALIZATION PLAN

2008
TRID PLANNING STUDY

2009
APM SCI EASTERN NORTH QUALITY OF LIFE PLAN

2010
APM RESIDENT SATISFACTION SURVEY REPORT

2012
LOWER NORTH DISTRICT PLAN

2013
CITY WIDE VISION 2033

2014
N. AMERICAN STREET CROSS-SECTION PROPOSAL

2016
APM SCI EASTERN NORTH REPORT CARD

2016
WOMEN'S COMMUNITY REVITALIZATION MAP

2016
GERMANTOWN AVE. MASTER PLAN

2016
APM SCI EASTERN NORTH PLAN 2015

2016
ALONG THE AVENUE ECONOMIC DEVELOPMENT STRATEGIC PLAN

2016
NORTH CENTRAL PHILADELPHIA CHOICE NEIGHBORHOODS TRANSFORMATION PLAN
2002 NEIGHBORHOOD REVITALIZATION PLAN

- Public Transportation Initiative at Temple Regional Rail Station
- Equitable Growth Working with a Multi-Cultural Community
- Wells Implementation Grant
A RESIDENT DRIVEN PLANNING PROCESS

Now with 90% less grainy photos...
2008 TRANSIT REVITALIZATION DISTRICT PLANNING STUDY

- Mixed-use development of moderate density around the station
- Opportunities around the proposed APM Headquarters
2010 SCI QUALITY OF LIFE PLAN

- Diversity and community spirit
- Visioning, prioritization and action steps

PRIORITIZATION

After reviewing the action steps, members of the community were given a limited amount of funds to spend on their top priorities. Although the results of the exercise reflect only a part of our community, the top ten selections below shed some light on which Action Steps resonate.

SHOW US THE MONEY: TOP TEN

1. Develop Youth Activities And Tap Youth Leaders To Develop Programs $350
2. Recruit More Block Captains And Strengthen Network $170
3. Activate Neighborhood Clean Ups $150
4. Provide Homeownership Classes And Counseling $150
5. Provide Financial Planning And Education Services $150
6. Add Police Bike Patrol $150
7. Improve Access To Healthy Foods $150
8. Set Up Local Tours Of Public Art $140
9. Publicize Local College Scholarships $130
10. Publicize Parenting Classes & Support Tactics That Engage Parents $130

Community leaders were also approached to solicit support and input on priorities for individual action steps. Community input was combined with the responses from partner agencies and organizations to inform the prioritization of the Action Steps in the Plan.

Top: Residents were asked to spend money on their top action steps.
Bottom: Community and city leaders signed on to push the action steps forward.
2019 ENP FOR EVERYONE PLAN

• Community Collaboration and Opportunity Areas
• Workforce Development
Funding Sources

LEAD SPONSOR & FIDUCIARY

INSTITUTIONAL PARTNERS

GREAT PUBLIC SPACES, PROGRAMS & EVENTS

EQUITABLE GROWTH & DEVELOPMENT

BEAUTIFUL, SAFE & SOCIALY VIBRANT BLOCKS

A GREAT PLACE FOR KIDS TO LEARN & GROW

A NEIGHBORHOOD OF OPPORTUNITY FOR ALL

A HEALTHY & ACTIVE COMMUNITY

GOALS

EDUCATION

FAMILY SERVICES, CHILDREN & YOUTH

ARTS & CULTURE, CLEANING, GREENING & INFRASTRUCTURE

AFFORDABLE HOUSING & EQUITABLE DEVELOPMENT

WORKFORCE DEVELOPMENT

FINANCIAL SERVICES

OPEN SPACE, RECREATION & FACILITIES

COMMUNITY OUTREACH & ENGAGEMENT

AREAS

EDUCATION

Career exploration
GED completion
Mentoring/Tutoring
Parental engagement
Read By 4th

FAMILY SERVICES, CHILDREN & YOUTH

Child care
Food security
Health screenings
Parent-to-parent networks

ARTS & CULTURE, CLEANING, GREENING & INFRASTRUCTURE

Cigarette litter
Garden tenders
Murals
Parklets
Photography
Storytelling
Tree tenders
Visual & performance arts
Walkability

AFFORDABLE HOUSING & EQUITABLE DEVELOPMENT

Basic Systems Repair
CBAs
Foreclosure prevention
Home improvements
Housing counseling
Model blocks

WORKFORCE DEVELOPMENT

Career exploration
Job placement
Job training
Mentoring/coaching

FINANCIAL SERVICES

Credit counseling
Income tax preparation
Money management

OPEN SPACE, RECREATION & FACILITIES

Afterschool programs
Facility improvements
Gardening
Lighting
Sports programs
Summer camp

COMMUNITY OUTREACH & ENGAGEMENT

Block parties
CBAs
Dusk-to-dawn lighting
Organizing
Playstreets
Surveying
Town & block watch

SERVICE PROVIDERS

The U School
Acelero Learning
APM Headstart
CCIS
Center for Literacy & Learning
Children’s Literacy Initiative
Congreso
El Centro
Reading Captains
Hartranft & McKinley
Welsh Elementary
Stepping Strong Scholars
HOPE Partnership
Lilian Marrero Library

APM
Alpha Center
NET
Norris Square Alliance
Temple University

Rainbow de Colores
Boyer College
PDPH / PHS / PWD
Schuylkill Center for Environmental Education
Streetbox: PHL
Taller Puertorriqueño
The Village of Arts & Humanities

APM
PHI

Philabundance
Community Kitchen

FOC
Ceiba
TruMark

Playgrounds & parks
(8th & Diamond, Nelson, Borinquen Plaza, Cassiano Field)
Hartranft Rec Center
Midtown Parish UMC
Norris Square Alliance
VAH Afterschool Veterans
Kensington Soccer Club
PAL Center at HOPE

Neighborhood-based and neighborhood-serving organizations who may be partners in collaborating to achieve ENP Plan goals.
Thank you!

QUESTIONS, IDEAS, TAKEAWAYS?